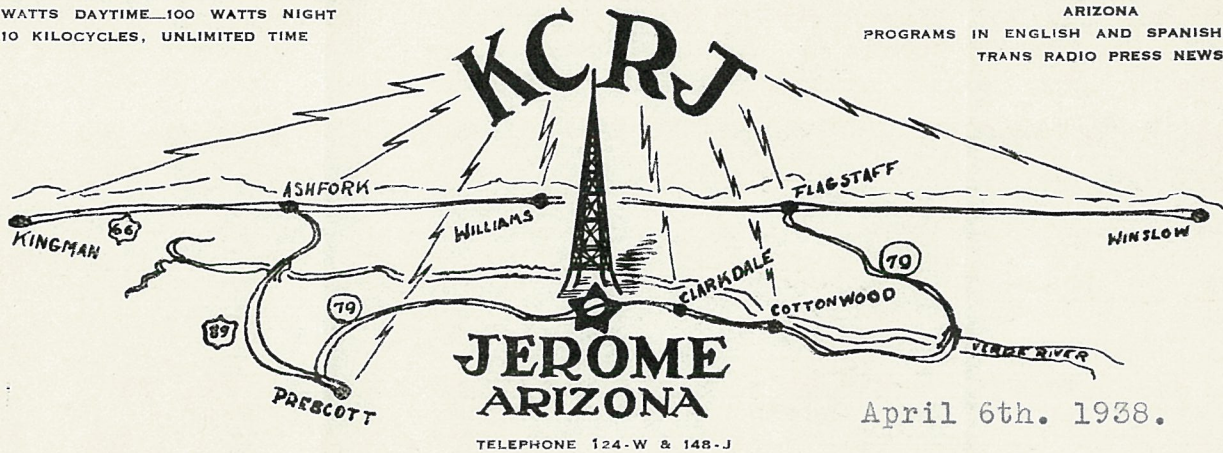


OWNED AND OPERATED BY CHAS. C. ROBINSON
250 WATTS DAYTIME 100 WATTS NIGHT
1310 KILOCYCLES, UNLIMITED TIME

POPULATION COVERAGE 200,000 IN SCENIC
ARIZONA
PROGRAMS IN ENGLISH AND SPANISH LANGUAGES
TRANS RADIO PRESS NEWS



Mr. Stephen C. Shadegg
14 East Culver St.,
Phoenix, Ariz.

Dear Mr. Shadegg;

Yours of April 4th. received. This letter I think will suffice as an agreement between us and will substantiate the fact that; I have appointed you as our advertising sales representative in Phoenix and vicinity; to sell radio time for our station, and that your appointment dates from the above date; that you are to receive a commission of 25% on the gross receipts of sales in your territory during the life of this mutual agreement; in case either of us desires to terminate the relationship I believe that it no more than fair to give the other at least thirty days notice. Of course no commissions will be paid after termination of the relationship as in such case someone else would have to supplement you and they would have to have some compensation for their work. I have the same arrangement with Mr. Robinson, owner of KCRJ and am satisfied with it.

As to additional commissions on sales at higher rates than our minimum rates; I do not get such a concessions as this myself, so don't feel that it would be fair to offer it to you. Anyway, the minimum rates are given you to aid you in closing deals that otherwise would be impossible; we want you to sell at the best rate you can; it will mean higher commissions for you too. So let's make it 25% straight through.

Each Saturday a list of collections from your district will be made up to date and a check for the amount of commissions due you up to that time will be mailed you; this will give you a weekly income and also serve as a check on your people as to whether or not they are making prompt payments. All payments by advertising sponsors to be made directly to KCRJ, Jerome, unless it is necessary for you to dun, in such case we will expect you to mail any collections you may make to us immediately to facilitate our system of bookkeeping.

"KCRJ Covers Central and Northern Arizona Like The Sunshine"

Stephen C. Shadegg
14 East Culver St.,
Phoenix, Ariz.

April 6th. 1938.

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Now about the minimum rates for different classes of service. I beleive it will be simpler if you just take the rate card I gave you and let 25% off be the maximum discount in general cases. That will make our rates low enough to compete with any other form of advertising you might run up against and still not make them rediculous. However this will not apply to the Newscasts; You can use them as a leader but do not in any case sell one of these fifteen minute periods for less than \$75.00. The 11:00 am Newscast is sold for a long period now for \$80.00 month. The other two newscasts are open at this time. If you can contract for six months or more and the sponsor insists upon changing the time of the period we will consider it but of course it will be more valuable where it is as it has been established.

Some time ago our Spanish announcer, Mr. Garcia, got a letter from the Allen Furniture Co., of Phoenix, inquiring about announcements in the Spanish language on the Spanish daily hour; Mr. Garcia wrote them but received no reply. You might call on them and incidentally, keep in mind that about 40% of the population that listens to KCRJ are Spanish speaking and they enjoy our daily Spanish hour; our Spanish announcer has quite an influence upon them. Play upon this fact; lots of them buy flour, cooking compounds, meats, etc. They have to have their teeth fixed at reduced prices, too. Anyway don't forget the Spanish programs.

Some choise spots on our program are just before the three Newscasts and just after. Then we have the spots at station breaks. And Flashes of VERY late news could be made on the hour as coming from the, or I should say, through the, courtesy of the sponsor along with his announcement. We have a very fine program of Hillbilly entertainment, transcribed, that is unsold at this time; good for a flour account or the Tovrea people. We have some live talent too; two young fellows; guitar and violin and singing old time and Hillbilly numbers; program ran for a period of three myears up until one year ago; a short time ago we ran a test program and received 68 requests by telephone in a one hour period which will atest to it's popularity. Talent cost on this program is 4.00 per hour or fraction thereof. We are using them as sustaining program now on Thursday evenings.

While I think of it; you might contact the commercial hatcheries around Phoenix. We have just concluded a run for an Eastern hatchery and secured very good results for them. Warm weather is on up here and there will be a large volumn of baby chick sales under out coverage during the next sixty days.

Our printer informed me yesterday that the contract forms would be ready this Friday; I will mail you some them.

Stephen C. Shadegg
14 East Culver St.,
Phoenix, Ariz.

April 6th. 1938

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One more thing I want to take up at this time; the sale of station time to political candidates will be handled by myself and no commissions paid to you on these deals unless I find it necessary to have you call on some of them; in which case you will receive your full 25% commission. I make this rule because a lot of such publicity might be carried gratis or in exchange for courtesies. It would be difficult to define 25 % of a political courtesy. What do you think?

I cant think of anything more to take up at this time so will sign off 'till next time. Do hope you can get the stories to me by the middle of this month.

Best regards and good luck,

ih/it.

Irvin W. Hubbard.